



New Service Recognition Policy Announced

The following service recognition policy, effective May 1, 1978, has been announced by the Human Resources Division. Although the policy is being supplied to employees having a "Personnel Policies and Procedures Manual," it is felt that other employees should also be aware of the new program.

For many years, through PROFILE, the corporations have recognized employees with service anniversaries, by printing a list of their names and departments, and stories and photographs when certain plateaus of service were reached. This revised policy clearly defines the procedure which is being followed and the awards which are given.

ANNIVERSARY	AWARD (INCLUDING BLUE CROSS & BLUE SHIELD CREST)	PRESENTATION BY
5 Years	Choice of One: Gold Key Chain Necklace (crest on chain) Gold Cross Pen	Department Manager and/or Director
10 Years	Marble desk pen and pencil set with employee's name engraved	Vice President Short story in "Profile"
15 Years	Choice of One: <div>WomenMen</div> <div>Gold NecklaceGold Watchband</div> <div>Pewter Bud VaseGold Belt Buckle</div> <div>Gold WatchbandGold Pocket Knife</div> <div>Gold BraceletGold Money Clip</div> <div>All above include two rubies on crest</div>	Vice President Story in "Profile" with employee's picture
20 Years	Choice of One: <div>WomenMen</div> <div>Gold NecklaceGold Watchband</div> <div>Pewter Bud VaseGold Belt Buckle</div> <div>Gold WatchbandGold Pocket Knife</div> <div>Gold BraceletGold Money Clip</div> <div>All above include three sapphires on crest</div>	Officer of Executive Staff Story in "Profile" with picture of pre- sentation of awards
25 Years	Watch with crest and three 5 point diamonds	President Story in "Profile" with picture of pre- sentation of awards
30 Years	Ring with crest and three 5 point diamonds	President Story in "Profile" with picture of pre- sentation of awards
35 Years	Choice of Commemorative Gifts	President Story in "Profile" with picture of pre- sentation of awards

Option

The intent of PROFILE stories is to honor the achievement of employees. Any employee who does not wish to be recognized in this way may decline publicity:

Choice of Awards

Employees receiving awards for 5, 15, and 20 years of service will be given a choice of awards by the Employee Benefits Department during the month preceding the anniversary date to allow ample time for processing. All choices will be considered final.

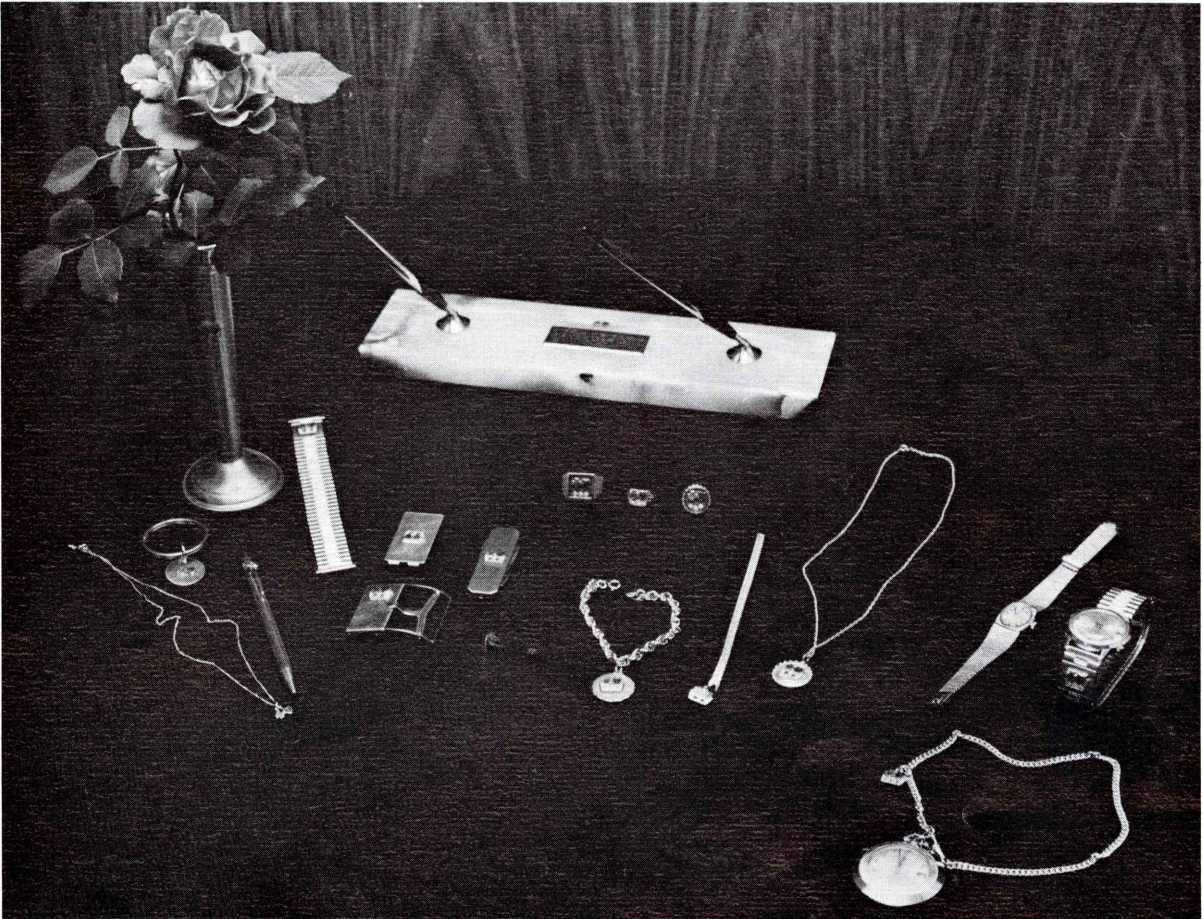
Retroactive Awards

Employees who attained their 25, 30, or 35 year anniversaries at the Florida Plans prior to May 1, 1978 will be given awards in accordance with this program.

CLARIFICATION CORNER

Q. "Who has the 'right of way' when exiting from the garage on to Edison Avenue, the cars coming down the ramp, making a right hand turn, or the cars on the first floor going straight ahead?"

A. Straight-through traffic has the 'right of way' over a turning vehicle. The yield sign located at the ramp's end (on concrete overhead) will be relocated for better visual observation.



GAVEL CLUB GRADUATES NINE MEMBERS ON APRIL 18

Sometimes it pays to speak your mind, as the old saying goes. And sometimes you have to do it very early in the morning.

Such is the case with employees who assemble each Tuesday morning from 7:30 a.m. until 9:00 a.m. when the Blue Cross and Blue Shield Employees Gavel Club is called to order. Nine members who participated in this Club for the past year were honored at a luncheon on April 18 at Karl Hellenthal's restaurant. They were recognized at their "graduation" with a plaque presented by **George S. Lewis**, Vice President-Physician Affairs, who was the keynote speaker. Each employee had completed nine formal speeches and gave an acceptance speech upon receipt of his or her plaque.

In addition to guest speaker, Mr. Lewis, and the graduates, management personnel representing Gavel Clubbers also attended along with present members and several past graduates.

Mr. Lewis spoke on physician involvement with Blue Shield and the reasons and necessity for physician input. He also discussed the concerns that are being expressed by various sec-

tors concerning Blue Shield and its relationship with physicians.

The prevalent theme of the graduates' acceptance speeches included two impressive comments: "Membership in the Gavel Club is one of our 'greatest benefits,' and we appreciate our supervisors and managers allowing us the time to become active members."

Officers are elected to serve every three months. Current officers at the time of graduation included: **Rick DiFrancisco**, President; **Phil Mobley** and **Thelma Johnson**, Vice Presidents; **Vicki Stanley**, Secretary/Treasurer; **Paul Johnson**, Sergeant-At-Arms.

Rick, who presided over the graduation meeting, is to be commended for an excellent program.

Employees from the Section Leader to Executive Level, including all exempt personnel, are eligible for membership. Members are to be recommended by their respective managers.

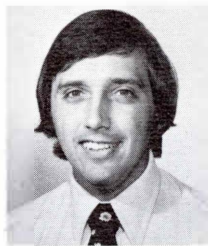
More details can be obtained from June McClellan, Training and Development Department, who is the Club's advisor. Her extension is 6835.



Gavel Club graduates, from left, Mahgie Winton, Janis Head, Roland Sayward, Lucy White, Helen Keller, Richard Harp, Dot Stinson, Rudy Norton, and Jim Kosakowski. Keynote speaker, George S. Lewis, is at right.

NEWSMAKERS

LOU MICKLER PROMOTED TO MANAGER

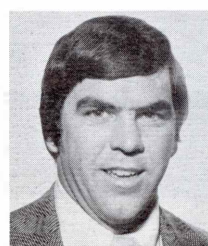


Lou Mickler

The promotion of **Lou Mickler** to Manager of Technical Support was announced by Odis Powell, Director, EDP Operations. Lou has been with the Plans since February 1971 when he was hired as a Computer Operator. In 1973 he was promoted to Programmer Analyst in Technical Support, and two years later he was promoted to Software Coordinator in that same department.

Lou is a native of St. Augustine where he was graduated from St. Joseph Academy. He attended St. Johns River Junior College, Florida Junior College, the University of North Florida, and Jones College, earning a Bachelor of Science degree in Computer Science. He served four years in the Air Force last holding rank of Staff Sergeant. He is married to Kathy and they have two children, Rusty and Kristy. In his free time he enjoys fishing, jogging, and camping.

JIM MYRICK PROMOTED TO MANAGER



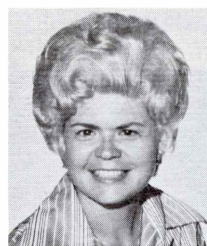
Jim Myrick

The promotion of **Jim Myrick** to Manager of Stock, Warehousing, Shipping/Receiving and Records Retention was announced by Jim Williams, Director of Purchasing and Office Services, effective April 3.

Jim has been employed with the Plans on two different occasions. He came to work in July, 1967 as a Tape Librarian, then transferred to a Computer Operator. He was promoted to Senior Control Analyst and later became Supervisor of Quality Control until June, 1970. He was rehired in October, 1971 as a Computer Operator, and in April, 1973 he was promoted to Junior Methods Analyst. A year later he was promoted to a Methods Analyst and in December, 1975, he was promoted to Assistant Manager in Microfilm.

Jim is a native of La Grange, Georgia and was graduated from Paxon Senior High School. He has an AA degree from Chippola Junior College in Marianna, Florida and is attending the University of North Florida where he is working toward his BA degree in Business using the company's Tuition Refund Program. He is married to Judy, who also works for the Plans. Jim's hobbies are hunting, fishing, golf and softball.

ROCHELLE DRYDEN PROMOTED TO ORLANDO COORDINATOR



Rochelle Dryden

Rochelle Dryden's promotion to Branch Office Coordinator in Orlando was announced by Don Holdaway, Manager, effective April 3. She had been executive secretary to W. R. Skelley, Vice President-Finance, for the past eight years. She reached her tenth anniversary last December.

She was the first Certified Professional Secretary (CPS) in the company and originated and conducted the Basic Office Procedures classes for secretaries on behalf of the Human Resources Division. She was active in the National Secretaries Association in Jacksonville.

Rochelle was chairman of several Arts and Crafts and Kitchen Arts shows, worked on the first Variety show and also participated in other Employees' Club projects. A charter member of our Gavel Club, she visited several high schools last year speaking to the students about the business world. She served as a Safety Captain on 10-Main and was a PROFILE reporter for seven years. She's the mother of Keith, 14, and Allen, 11.

RHODA ROSARIO PROMOTED TO METHODS ANALYST III



Rhoda Rosario

The promotion of **Rhoda Rosario** from Methods Analyst II to Methods III was announced by Bjarne Nielsen, Manager of Methods. She has been with the Plans since September, 1973 when she was hired as a Claims Examiner in Medicare B. In 1974, she left Medicare to join the Methods Department as a Junior Analyst, and was promoted to Methods Analyst II in 1976.

Rhoda is a native of Brentwood, New York where she was graduated from high school. She is currently attending the College of Business Administration at the University of North Florida. She has also attended Florida Junior College during her employment with the company, and has utilized the Tuition Refund Program to reimburse her for her expenses at both FJC and UNF.

Rhoda is a member of the American Institute of Industrial Engineers and enjoys reading and sewing in her spare time.

GUS GRIGAS EARNS MASTER'S DEGREE



Gus Grigas

Gus Grigas, Methods Analyst in the Methods Department, recently earned a master's degree in Business Administration from the University of North Florida. The degree was conferred at a ceremony which took place on March 21. Since joining the company in October, 1975, he has been actively engaged in the MBA curriculum, utilizing the Tuition Refund Program, and has been reimbursed for expenses in excess of \$1,000.00.

Gus is a native of Boston, Massachusetts and was graduated from Stonehill College in Easton, Massachusetts in 1974. Upon graduation, he was presented the Philip Hemingway Award for academic excellence which is presented annually to the four seniors attaining the highest grade point average in each of the college's four divisions.

Gus has been nominated for a 1978 listing in "Who's Who in the South and Southwest." His professional activities include a membership in the American Institute of Industrial Engineers, where he holds the position of Secretary for the 1977-1978 term.

NEWSHOUND OF THE MONTH — RANDI ROSS



Randi Ross

Randi Ross, otherwise known as the "HMP Lady," is the PROFILE Newshound of the Month. She has been a reporter for almost a year and is responsible for reporting the news for the Human Resources Division, 1st floor of the South Building.

Randi was hired in May, 1975 as a Reports Clerk for Computer Operations and one year later joined the Employee Benefits Department as secretary to Arlene Shainbrown. She handles all service awards for Blue Cross and Blue Shield employees and also encourages them to contact her directly with any questions regarding employee benefits or the Health Maintenance Program (HMP).

Born in El Paso, Texas, but raised "everywhere," says Randi, the daughter of an Air Force father calls Orange Park, where she graduated from high school, her home. She is an avid bicyclist, enjoys the beach, and in her spare time plays football for the Employees' Club Intramural teams.

DIANE JOFFRE RECEIVES COVETED BLOOD BANK AWARD



The Florida Plans add their congratulations to **Diane Joffre**, Receptionist in the First Aid Dispensary, who was one of twelve individuals honored on March 17 at a Jacksonville Blood Bank awards banquet. She was presented with their coveted Community Service Award for outstanding effort at their tenth annual ceremony. She proudly displays the marble desk plaque in the Dispensary on the sixth floor.

Since Diane joined the Dispensary in April of '74, she has participated in seven regular and two emergency blood drives. It has been her responsibility to coordinate the 2,300 appointments for the employees who donated a total of 1,303 pints of blood.

Diane was first hired in September, 1973 in the Coordination of Benefits Department. One of her four children, Sherri, is also employed here in the Cashier's Department.

EVELYN FOWLER RETIRES ON TENTH ANNIVERSARY

Two days after her tenth anniversary **Evelyn Fowler** retired on May 20.

She was born in Wirtz, Virginia, but has lived in Florida since she was six weeks old. She was graduated from high school in Green Cove Springs. She's married to Morris and they have four children, Mark, Jackie, Dianne and Lindell. She hopes to pursue her hobbies of sewing and gardening when she retires, and she adds, "I look forward to spending time with my children and grandchildren."

WEDDING

Doris Davis was married to Charles Eden on March 24 at 6:00 p.m. at her daughter's home.

Doris has been employed in the Medicare B Mail Operations Department for eight years and Chuck is a four-year employee who works in our Safety and Security Department.

19 Employees Assist in Channel 7 Membership Drive

The sounds of ringing telephones were heard by 20 Blue Cross and Blue Shield employees on Monday night, March 13 — Channel 7's membership drive was once more underway!

Employee volunteers for this worthy project included:

Deloris Barger	Lynda Inglehart
Betty Bold	Diane Joffre
Diane Brown	Peggy Kinzer
Marian Clark	Peggy Malone
Ardis Cline	Rudy Norton
Priscilla Cochran	Yvonne Obi
Vikki Elsey	Teresa Stiles
Pamela Gaines	Gwendolyn Trapp
Jimmie Houston	Lucille White
Patricia Hughes	

Approximately 20% of the necessary operational funds for WJCT are obtained through memberships. Other sources of operating revenue are state and federal grants and private contributions.

EMPLOYEES CLUB NEWS

EIGHT EMPLOYEES COMPLETE 9.3 MILE RIVER RUN

"If I can just finish," was the hope most frequently expressed by several employees and members of their families who competed in the 9.3 mile River Run race in Jacksonville on April 1.

Officially, there were 2,744 contestants who must have shared the same feelings. Our employees who did finish included: **Jim Gray, Danny Fisher, Glenn Adkins, Ed Tison, Yoram Katz, Bill Howard** and **Stu Johnson**, the latter two from Gainesville.

Also, **Eugene O'Brien**, Vice President-Human Resources, and his sons, Mark, 16, and Steve, 14, all finished the race. The boys did especially well, finishing in 208th and 404th places.

Buddy Lewis, the spunky 13-year old son of **George S. Lewis**, Vice President-Physician Affairs, was our only trophy winner, finishing sixth

in his age category with a time of one hour and nine minutes.

Winner Bill Rodgers crossed the finish line in 44 minutes for the 15 kilometers, the second fastest road time ever recorded. Seventeen days later Bill won the famed Boston Marathon.

In addition to runners, the Florida Plans furnished two pieces of lightweight, transportable computer equipment loaned by Texas Instruments, Inc. to time the scoring and ranking of all runners. This was the first time this type of scoring had been tried, in an attempt to give the finishing results in record time. Manual scoring procedures were also used. Our data processing and computer specialists, **David Dingfield** and **John Bayless**, assisted by **Harry Hodge** and **Roy Rivers**, handled the computer equipment for the Florida Plans.



The seven participants who picked up company T-shirts to wear in the race are, from left, front row: Ardis Cline, Buddy Lewis and Queen Williams; back row, Danny Fisher, Glenn Adkins, Yoram Katz and Jim Gray.

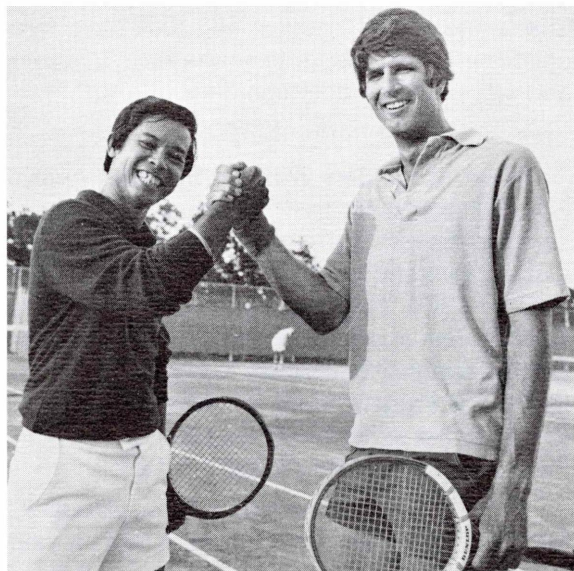
DOUBLES TENNIS TOURNAMENT PLAYED ON APRIL 8

The first men's and women's doubles tennis tournaments this year were held on April 8 at Rolling Hills Racquet Club. "Congratulations to those who endured the heat, dust, and bugs!" said Hal Neill, President.

There were three divisions in men's doubles with five teams participating in Divisions A and B and four in Division C. The Employees' Club provided trophies for the first place winners in each division. The winners, respectively, were **Dao Lee/Kevin Hursey**, **Bill Simek/John Oetjen**, and **Russell Moore/Ron Chenot**.

There were four women's teams which competed in a single division won by **Linda Blake/Shirley Edlin**. Second place winners were **Anne Towery/Roxann Anderson**.

These were round robin tournaments held only for employees. The tennis league's mixed doubles tournament was held this month for employees, spouses, and friends. Results will be announced in the next issue of MINI-PROFILE.



Dao Lee, left, and Kevin Hursey reflect the pride of victory after securing their first place win in the men's doubles competition.



Recent tennis winners proudly display their trophies. Front row, from left, Dao Lee, Kevin Hursey and Linda Blake. Back row, John Oetjen, Bill Simek, Ron Chenot and Russell Moore. Not pictured is Shirley Edlin.



Hal Neill, President of the Tennis League, returns a net ball in "smashing" style.

SUPERSTARS AND P.A.R.D. WIN FLAG FOOTBALL CHAMPIONSHIPS

The Superstars and P.A.R.D. won the Flag Football League sponsored by the Employees' Club which ran from the first of December to the end of February. No playoff was needed in the women's division as the Superstars won both the first and second half with an undefeated record of 7-0.

Tom Sikes and Carey Branam coached the second place team whose members included Nicki Sikes, Dee Dee Branam, Pam Martin, Julia Wilson, Margaret Jacob Daise, Gigi Morrison, Kathy Herring, Susan "Red" Waltrip, Roxie Evans, Teresa Murphy, Melanie Taylor and Dot Stancel.

In the men's division, seven teams competed in the first half with Med B emerging the winner. In the second half, P.A.R.D. won over the four teams that competed. A payoff followed with the P.A.R.D. Panthers winning the championship game 18-0.

Jim Kosakowski was elected "Event Commissioner" to oversee the league and develop procedures for handling protests, scheduling of games, etc. Jim Gray says he did a "professional job."



WOMEN'S FLAG FOOTBALL WINNERS, SUPERSTARS: From left, Debbie Eason, Laura Rountree, Debbie McClain, Debbie Anderson, Debbie Rountree, and Linda Blake. Not pictured are Sissy Morgan, Judy Carlton and Kim Burks.



FLAG FOOTBALL WINNERS, P.A.R.D. PANTHERS and CHEERLEADERS: Front row, from left, Leila Omran, Patricia Ainsley, and Cathi Callahan. Center, Paul Campa, Charles Glover, Lawrence Beutlich, Dao Lee, Jim Kosakowski. Back row, Vernon Duncan, Jerry Lenon, Ed Ollie, Bill Fore, Mike Gainer, Mario Rubio, Rod Lee, and John Varnado.



FIRST HALF FLAG FOOTBALL WINNERS, MED B: Front row, from left, Rick Wisor, Jim Charrie, Ronnie Rountree, Jack Edmonds, Travis Bullard, and Randall Moyer. Back row, Bob Kimbrough, Larry Payne, Ron Smith, Mike Neely, Karl Smith, Tom Sikes, and Jerome Hutchinson.

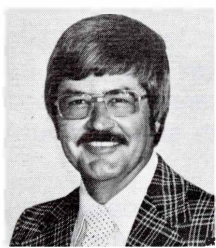
BLUE CROSS AND BLUE SHIELD DOCTORS HONORED ON "DOCTOR'S DAY"

On March 30, members of the Duval County Medical Society Auxiliary celebrated the annual Doctors' Day in all local hospitals by greeting doctors with red carnations as they entered the hospitals. Cards on patients' trays added to the recognition by stating, "Give Your Doctor a Smile Today."

Likewise, our doctors, **Richard Dever**, **Ben Johnson**, and **James Richardson** were also recognized with carnations presented on behalf of George S. Lewis' staff and the entire Physician Affairs Division.

Anniversaries

25 YEARS

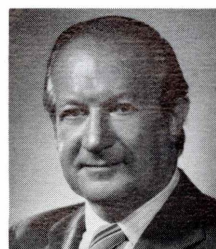


JohnL Bentley

JohnL Bentley, Manager, Reproduction, celebrated 25 years with the Plans on May 19. He began his career with the organization in 1953 as a Mail Clerk in Mail Operations, and in 1960 he was promoted to Supervisor of the Printing Department. Ten years later he was promoted to Assistant Manager in Reproduction, and he's been in his present position since 1975.

JohnL is a native Jacksonville, a graduate of Andrew Jackson High School and has attended Florida Junior College and Jacksonville University. He was in the Coast Guard for a year, served as Chairman of the Credit Union's Committee and was President of the Employees' Club. He is past president of the Florida Archery Association, Vice Chairman of the YMCA Board of Directors Opportunity Branch, and Chairman of the YMCA Fund Raising Committee Opportunity Branch.

He is married to Janet and they have two children, Debra and Doug. In his off hours he enjoys golf, fishing, and hunting. Several of his oil paintings have been entered in our Arts and Crafts shows.



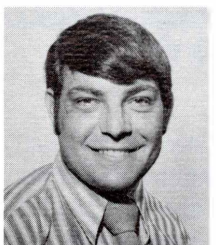
Dr. Harold Safian

Harold Safian, M. D., Medicare Hearing Officer, Ft. Lauderdale, celebrated his 25th anniversary on May 4. He was employed with the New York Plans from 1953 until 1975 in many capacities including Vice President of Medical Affairs and Professional Relations. Senior Vice President and Executive Vice President. He joined the Florida Plans in the Legal-Fair Hearing Department on August 15, 1975.

A native of Manhasset, New York, he graduated from De Witt Clinton High School and continued his education by earning a BS degree from Columbia University as a prerequisite to obtaining his MD from Long Island College of Medicine in Brooklyn. He served as a Major in the U.S. Army Medical Corps from 1940-45 as an orthopedic surgeon in the Pacific theatre of operations. After the Army, Dr. Safian entered private practice before joining John Wanamaker of New York as the company's Medical Director and finally joining the New York Plans as a Physician Examiner in 1953.

He was a member of numerous national Blue Cross and Blue Shield committees and professional medical societies and now fills his spare time playing golf. Dr. Safian is married to Barbara and they have four children, Joanne, Lisa, Scott and Kerri.

RICHARD WATERMOLEN CELEBRATES 10 YEARS OF PERFECT ATTENDANCE



Richard Watermolen

Richard Watermolen, Programmer Analyst, Financial/Personnel Systems, celebrated his tenth anniversary on May 13. He has a unique accomplishment — 2610 consecutive **working** days (10 years) without an absence! He was hired as a Computer Operator in Operations and was promoted to a Programmer in System and Programming in 1972. He was promoted to his present position in 1976.

Richard is a native of San Diego, California, a graduate of Forrest High School in Jacksonville, and attended Florida Junior College for one

year. He is married to Winifred and they have one daughter, Melissa. He is a member of the Bold City Bass Club and enjoys fishing, hunting, softball and coin collecting.

10 YEARS

May 6 — **Betty Maxwell**, Medicare B Claims Examiner and Entry Clerk. She worked for the Plans prior to 1968, and after a leave of absence returned as a Screening and Coding Clerk in Medicare B. She has continued working in Medicare B all ten years.

Betty is a native of Jacksonville, a graduate of New Stanton High School, and attended Lincoln Business College for two years. She is married to Johnnie and they have four children, Juan, Shilarie, Serina and Sonja. She is a member of Bell's Chorus at Ephesian Baptist Church, and in her leisure time she enjoys sports and sewing.

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May 6 — **Ivilyn "Ivy" Townsend**, Section Leader, Commission and Volume Control, Subscriber's Service Department. She was hired as a Billing Clerk in the Florida Combined Insurance Agency. In 1974 it merged with Subscribers Service, and the following year she was promoted to her present position.

Ivy is a native of Douglas, Georgia and a graduate of Coffee County High School. She's married to John and they have a daughter, Rhonda, and a son, Ivy. In her leisure time she enjoys crocheting, bowling and guitar.

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May 13 — **Deloris Robinson**, Quality Reviewer in Quality Assurance, Administrative Services, Post Claims Audit. She's been in Medicare B since she was hired and has worked as a Doctor Coder, Quality Analyst and Section Leader until she assumed her present position.

Deloris is a native of Jacksonville and was graduated from New Stanton High School. She has participated in in-house training programs including Successful Supervisor, Career Development, and Elements of Statistic Application. She is married to Franklin and they have three children. In her leisure time she enjoys reading and her church's activities.

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May 13 — **Jan Walker**, Systems Analyst, Special Claims Systems. He came to work here as a Computer Operator in the Data Processing Department and was promoted to Console Operator in 1970. His performance in Operations earned Jan a promotion to Programmer in the Blue Cross and Blue Shield Support area of Systems and Programming in 1973. Jan was promoted to the position of Programmer Analyst in 1975 and his current position in 1976.

He is a native of Jacksonville, a graduate of Robert E. Lee High School, and served six years in the Army Reserve, last holding the rank of E-4. He is active in the YMCA and enjoys softball and boating in his spare time. Jan is married to Norma, also a Blue Cross and Blue Shield employee, and has two children, Drena and Joshua.

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May 15 — **Mary Herring**, Customer Service Representative, Claims Department, Coral Gables branch office. She was hired as a Claims Analyst and has worked there all ten years.

Mary is a native of Madison, was graduated from Gibbs Senior High School in St. Petersburg, and earned an AA degree in Secretarial Science from Suwanee River Junior College. She's married to Ben and they have two children, Eric and Sybil. Tennis and bowling take up some of her leisure time.

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May 20 — **Janie Hagins**, Claims/Correspondence Evaluator, Medicare B Mail Operations. She was hired as a Clerk II and has spent all ten years in Medicare B Mail Operations.

Janie is a native of Sanderson, Florida where she attended high school. She is married to Lonnie, and has three children, Virgil, Connie, and Eugene, a 15-year veteran with the Plans, who is a Provider Automation Analyst. She is a member of the Jacksonville Baptist Temple, where she enjoys her church activities.

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May 20 — **Mildred Hurtch**, Quality Reviewer, Quality Assurance. She began her career with the Plans as a Doctor Coder in Medicare B Claims and soon moved up to Claims Examiner. In 1969 she was promoted to Review Analyst and in 1973 was promoted to her present position.

Mildred is a native of Jacksonville and was graduated from Matthew Gilbert High School. She is a member of Abyssinia Missionary Baptist Church and the Contemporary Ladies Social and Savings Club, has two sons, James, Jr. and Vincent, and enjoys sewing, reading, roller skating, bowling, tennis, and "armchair sports."

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May 20 — **Thelma Shirley**, Quality Analyst, Medicare B Edit II. She has spent all ten years in Medicare B starting as a Claims Examiner in Special Claims, then was promoted to Section Leader, and two years later to her present position.

Thelma is a native of Huntington, West Virginia and was graduated from Vinson High School. She has one daughter, Gloria, and two grandsons, Billy and Pat. In her off hours she enjoys sewing, fishing, and reading.

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May 20 — **Edna Watson**, Supervisor, Payroll. She began her career with the Florida Plans as a Soundex Coder and Filer in Subscribers Service. In 1972 she transferred to Payroll as a Payroll Clerk and two years later was promoted to Section Leader. She's been Supervisor since 1975.

Edna is a native of Harrison, New Jersey where she was graduated from High School. She attended two semesters at Drakes Business College in Newark, New Jersey. She and Al have five children, Patricia, Jane, Susan, Nancy, and Carol, who previously worked here. In her free time she enjoys gardening and fishing.

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May 20 — **Larry Fowler**, Computer Scheduling. He was hired as a Data Processing Trainee, and in 1970 was promoted to Supervisor in Data Processing, EDP Operations. In 1976 he became Supervisor in EDP Communications (Mini Computers), and in 1977 he became Supervisor in EDP Quality Control.

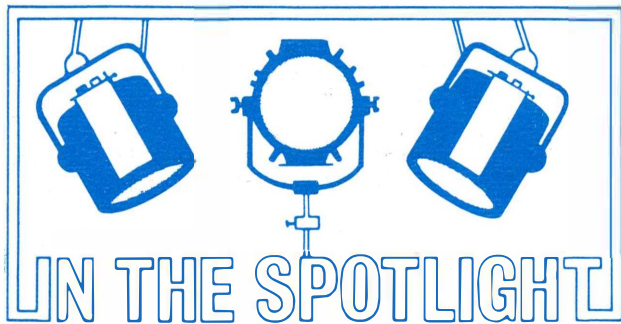
Larry is a native of Tabor City, North Carolina where he was graduated from high school and attended Pembroke State in Pembroke, North Carolina for a year. He served a year in the Army and six years in the Reserves, last holding the rank of Sergeant E-5. He is married to JoAnn and they have two children, Becky and Leslie. In his leisure time he enjoys golf, reading, and working on old cars.

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May 20 — **Melissa Day**, Claims Analyst, Federal Supplemental Department. She started her career as a Clerk Typist in Federal Supplemental Department, was soon promoted to Claims Examiner and then to Section Leader in that department. In 1976 she was assigned to the Blue Shield Task Force and in 1977 she was promoted to Assistant Training Instructor in Blue Shield. She went to Blue Shield Pre-payment in July, 1977 and three months later was assigned as an Analyst. She served as a PROFILE Reporter for several years.

Melissa is a Jacksonville, was graduated from Paxon Senior High School, and attended Florida Junior College at night for three and a half years. She is married to Bill, and they have

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INTERNAL AUDIT

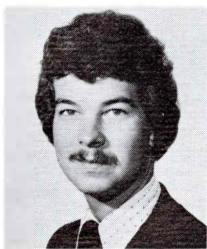
Our Internal Audit Department, organized in 1971, has a primary purpose of providing the Plans with an independent review and appraisal of its operating policies and procedures. These independent reviews and appraisals of policies and procedures are structured around a Master Audit Program which is developed to provide audit coverage of the more significant areas of the company which include, but are not restricted to, the companies' premiums, claim payments, and accrual cycles.

The Program is prepared each year by Internal Audit and is approved by the Plans' President and the Audit Committee of the Boards of Directors of both corporations.

The significance of being independent should be emphasized. The audit department has been organized and authorized to report directly to the Plans' President, J. W. Herbert. The Director and the staff have full, free and unrestricted access to all company activities, records, property and personnel. Being independent, Internal Audit has no direct authority over company activities or personnel; however, with the performance of well planned audits Internal Audit can impact the operational policies and procedures throughout the company with management's cooperation in implementing the department's recommendations. Internal Auditing has implemented claims review programs to review claims for particular groups, such as our own employees' group, to discover claims paid in error, either through oversight or fraudulence.

Fraud detection is not a primary objective of Internal Audit; however, its detection and prevention are included in the scope of many audits.

Other responsibilities of Internal Auditing, in addition to carrying out the Master Audit Program, include performing special audit assignments requested by senior management and coordinating all audit or review activities of outside organizations visiting the Plans. Organizations and agencies who frequently visit the Plans for audits and reviews include the Civil Service Commission, Blue Cross Association, Blue Shield Association, State Insurance Commission, Department of Health, Education and Welfare, and the Plans' own external independent auditors, Peat, Marwick, Mitchell & Co.



Tom Dunn

The Internal Auditing Department is located on the 20th floor and presently has a staff of 16. The department is structured to conduct 2 types of audits: (1) Financial and Operational Audits and (2) Electronic Data Processing (EDP) Audits. The Director of Internal Audit is **Tom Dunn**, who joined the Plans in 1971 and is a Certified Internal Auditor. The Financial and Operational Audit Staff is headed by **Dave McAlee**, Manager, who joined the Plans in 1977 from Price, Waterhouse & Co., and is a Certified Public Accountant. Mr. McAlee is assisted by **Julie Schaefer**, Audit Supervisor, who joined the Plans in 1975 from Blue Cross and Blue Shield of Iowa, and is a Certified Public Accountant. Reporting to Julie are six auditors, **Dick Chapman**, Senior Auditor; **Rick Kibler** and **Doug Powell**, Auditor II; **Robert Solomon**, Staff Auditor; **Barbara Murray** and **Nancy Duncan**, Claims Auditors.

The EDP Audit Staff conducts reviews of the Plans' data processing systems, operations, and development efforts. Audits performed include

reviewing the security of the Plans' computer operations facility and conducting claim confirmation audits for Blue Cross, Blue Shield, and Major Medical claim payments. EDP auditors develop their own computer programs as well as provide programming assistance to the Financial and Operational audit staff.

The EDP Audit Staff is headed by **Frank Lyons**, who was formerly with Ohio Medical Indemnity, Inc., as Manager of EDP Audit, the equivalent of our Plans' Blue Shield. Mr. Lyons has an extensive background in data processing and holds a master's degree in Computer Science. Reporting to Mr. Lyons are four EDP Auditors, **Ronnie Washington**, Senior Auditor; **Wayne Gaff**, Auditor II; **Rick Sapp** and **Dan Thomas**, Staff Auditors. Dan Thomas recently joined the Plans and holds a Masters of Science Degree in Statistics.

CB EMERGENCY CHANNEL USED TO SAVE LIVES



JAX ALERT INC., a nonprofit emergency response team comprised of about 80 members, is rendering services to Duval and surrounding counties which you may not know about. This team has donated and installed more than 45 citizen band (CB) radios in city fire and rescue unit vehicles. Also, the team has established a CB base station in the Fire Control Center at City Hall at a cost of more than \$2,500. This station is located in the dispatch area of City Fire and Rescue and is able to give emergency information directly to the dispatcher while a mobile CB unit is reporting an emergency to a CB base station on Channel 9, the National Emergency Channel. The organization also paid for a base station in February, 1977 for the Florida Highway Patrol office. Members will call the Highway Patrol when they hear officers are needed or may use it, as well as the station at Fire Control, for dispatching during disasters.

Some Blue Cross and Blue Shield employees contributed a portion of the \$2,500 for the CB station at City Hall. Jax Alert members monitor Channel 9 by using their own CB's and report emergencies to Rescue, Fire Division, Florida Highway Patrol, Jacksonville Police Department, etc. **Jax Alert, Inc. is looking for more volunteers to set up additional base stations which are badly needed.** Since there are several areas of the city which are too far away from the present base stations to transmit and receive emergency messages, other base stations are needed to give more complete coverage of the entire county.

The Channel 9 frequency is monitored 24 hours a day by individual base stations. The base at Fire Control is monitored from 7:00 p.m. until 1:00 a.m. by members who serve as volunteers in the communications room. Others monitor the channel while driving or at home. In many instances, members, through CB efforts, have located many auto accidents with injuries before fire and rescue units have received them through regular telephone lines.

In addition to more volunteers to man other base stations, donations are badly needed to continue current efforts as well as expansion of

similar activities described earlier. The success of this effort is dependent on the community for its manpower and financial needs.

An agreement with the Fire Division allows Jax Alert CB'ers to become a volunteer arm of the Fire Division. Members may assist firefighters by rerouting traffic and guarding high voltage lines knocked down by high winds thereby releasing firemen for other duties. CB equipment serves as a back-up system for firemen in the event the fire control equipment fails. They can call any Chief on their CB and have direct communications to the field on Channel 9.

Recent Jax Alert, Fire Division, and Police Department statistics show the dispatch time to major fires, accidents, heart attacks, etc. is reduced 50 percent or more if a motorist with a CB set spots the situation and radios the information to a Jax Alert member, compared to searching for a telephone and calling fire or rescue units. Even if a motorist does not have a CB set in the vehicle, he is safer as the result of other motorists who have them. Most CB owners will call for help for someone else when they see something out of the ordinary occur.

Jax Alert answered more than 30,000 emergency and assistance calls in 1977. Anyone interested in helping in this voluntary effort to benefit their fellowman may gather information by calling one of the following numbers during evening hours, or you may write to Jax Alert Inc., P. O. Box 17496, Jacksonville, Florida 32216.

398-5230	733-6547
641-6074	744-0443
396-4601	

Remember, Channel 9 is to be used for emergencies only. Use it properly, and be sure to use it if you have an emergency.

ANNIVERSARIES

(Continued from page 4)

a daughter, Brandy, age three. In her spare time she enjoys bowling, swimming, fishing, landscaping the yard of her new home, and she and Brandy follow Bill's softball team when he plays in tournaments around the state.

* * *

May 27 — **Vermell Bennett**, Inpatient Billing Clerk, Medicare A Inpatient. She has spent all ten years in Medicare A, starting as a File Clerk, and later was promoted to Mail Clerk, Approval Clerk, Control Clerk, and Research Clerk.

Vermell is a Jacksonvillian, was graduated from New Stanton High School, and attended Edward Waters College for two and a half years. She is Vice President of Ebonite Ladies Club and is a member of St. Matthew Baptist Church, Fidelity Women's Bible Class, Usher Board #2, and Lakeshore Junior High Chorus Parents Club and Raines Parents Club. She is married to Lonnie, an employee in the Building Management Department, and they have five children, Valerie, Joseph, Marion, Gary, Lonnie, and one grandson, Antwaun. Her mother, Gerry Sykes, is a Section Leader of the Maids. Her hobbies include sewing and socializing.

* * *

May 27 — **Shirley Fason**, Senior Documentation Specialist, E.D.P. Systems Administration. She was hired as a Data Recorder Operator in the Key punch Department and in 1975 was promoted to Documentation Specialist in Data Processing Administration. Last November she was promoted to her present position of Senior Documentation Specialist in E.D.P. Systems Administration.

Shirley is a native of Plant City where she was graduated from Marshall High School. She attended Lincoln Business College in Jacksonville for one and a half years. She is married to James and they have one daughter, Tammie. In her free time she enjoys watching football games, bowling and reading.

(Continued on page 6)

BLOOD DRIVE NETS 166 PINTS

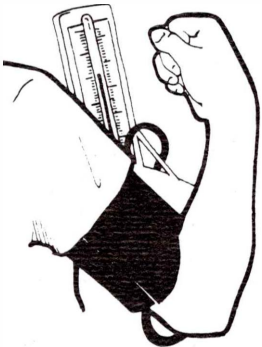


The 20-story tower looks out over the Jacksonville Blood Bank's mobile unit much like Blue Cross and Blue Shield employees look out for their fellowman. In all, 166 pints of blood were given in the April 10-12 blood drive, with 74 employees being rejected, primarily due to low iron count. However, this was still an improvement over the last two blood drives when 146 pints were given in August and 117 in December.



MAY IS HIGH BLOOD PRESSURE MONTH

High blood pressure is the most important factor in predicting life expectancy. The higher the blood pressure, the shorter the life. Twenty-three million Americans suffer from hypertension (high blood pressure disease). About half are not even aware that they are being stalked by this quiet killer because hypertension often produces no symptoms until it's too late.



DO YOURSELF A FAVOR
HAVE YOUR BLOOD PRESSURE CHECKED

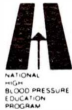
The First Aid Dispensary nurses will check your blood pressure any Monday through Friday from 1:00 p.m. to 3:30 p.m. Since this benefit was first available to employees two years ago, over 2,000 employees have taken advantage of this test each year.

Which One Has
High Blood Pressure?



There's no way of knowing by just looking. There are no symptoms, and even if you are calm and relaxed you may still have it. Have your blood pressure checked by your doctor or another trained health professional and follow his advice. Take the medication he recommends.

High Blood Pressure
Treat it... and live.



ANNIVERSARIES
(Continued from page 5)

5 Years

Blue Cross & Medicare A

- | | |
|-----------------------|-------------------------------|
| Pamela Parker | Complementary Coverage |
| Harriet Craig | Medical Policy Section |
| Alice Schneider | Special Claims Training |
| Amelia Sedler | Incoming Mail Operations |
| Carine Steward | EDP Data Entry |
| Daniel Whitehead | Institutional Relations |
| Barbara Maginness | Organization & Personnel Dev. |
| Margaret Millard | Provider Audit Administration |
| Ruth Schroeder | Coral Gables |
| Linda Tester | BC/BS Claims Correspondence |
| Elizabeth Travelstead | St. Petersburg |

Blue Shield & Medicare B

- | | |
|-----------------|-----------------------------|
| Sonja Yow | Medicare B Special Claims |
| M. McKnight | BS Basic Suspense |
| Novella Whitley | Medicare B Claims Examining |
| Denise Branam | Utilization Review |
| Sandra Kruta | Ft. Lauderdale |

* * *

1 Year

Blue Cross and Medicare A

- | | |
|-------------------|--------------------------------|
| Huel Baker III | Special Claims Administration |
| Debra Barrios | BC/BS Prod. & Quality Control |
| Rose Broisma | West Palm Beach |
| Madelyn Kirk | Medicare A Utilization Review |
| Myra Masters | Ft. Meyers |
| David Ramos Usero | Puerto Rico |
| Randal Bold | Mail Operations |
| John Miller | Marketing Systems |
| Harry White | Oprs. Research & Tech. Support |
| Michael Brown | BS Claims Systems |
| Nicolas Burrell | BC Claims Systems |
| Vivian Jenkins | Credit Union |
| Howard Mann | Special Claims Coding Exam. |
| Dania Westphal | Medicare A Outpatient Billing |
| Thomas Edgar, Jr. | Methods |
| Linda Gorday | Medicare A Medical Review |
| Marlene Williams | Panama City |
| Robert Fisher | Ocala |
| Josephine Balser | Centralized Microfilm |
| Sheila Creigh | Ft. Lauderdale |
| Gregory May | Building Occupancy |
| Sheryl Oliver | Methods |
| Vivian Price | Gainesville |

Mini-Profile

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Blue Shield of Florida, Inc.

EDITOR
Carole Utley

REPORTERS

- | | |
|-----------------------|---------------------|
| SOUTH BUILDING | 18 Catherine Brough |
| 1 Pat Ross | 19 Carolyn Kelly |
| 1 Randi Ross | 19 Martha Hewlett |
| 3 Bertha Finley | 20 Candy Bialek |
| 3 Sandy Jennings | 20 Karen Parker |
| 4 Sandy Farhat | |
| 4 Cindy Stewart | |
| 5 Debbie Stalvey | |
| 6 Pam Williams | |
| 7 Linda Smith | |
| 7 Tina Henault | |
| 7 Susan Cook | |
| 8 Eleanor Helms | |
| 9 Sharon McAbee | |
| 10 Jane Williams | |
| 10 Helen Keene | |
| 11 Kathi Jaschke | |
| 11 Cynthia Mack | |
| 12 Sandra Woods | |
| 12 Cathi Callahan | |
| 14 Sandi Wilson | |
| 14 Debbie Joseph | |
| 15 Sally Monserrate | |
| 15 Aloma Herrington | |
| 16 Desiree Wilson | |
| 17 Terri Deck | |
| 18 Sharon Jones | |
- | | |
|-----------------------|--------------------|
| NORTH BUILDING | 2 Debbie Slaughter |
|-----------------------|--------------------|
- | | |
|----------------------|--|
| MAIN BUILDING | |
| 1 Pat Trock | |
| 2 Robbin Harris | |
| 3 Robbie Dekle | |
| 4 Roxanne Godwin | |
| 5 Rachel Johns | |
| 6 Darrell Cooper | |
| 7 Debbi Smith | |
| 7 Darlene Brown | |
| 8 Anna Guy | |
| 9 Danny Fisher | |
| 10 Juanita Lake | |
- | | |
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| WEST BUILDING | Erin Christmas |
|----------------------|----------------|

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THIRD CLASS MAIL